

Meeting Announcements



Breakout Meeting Rooms

- Breakout meetings are prearranged closed-door sessions hosted by REPS partners. Attendees by invitation only; they are not open sessions
- Limited open breakout rooms available, please visit registration desk to schedule

Meeting Presentations

- All of the presentations from this year's meeting will be posted within the on-line agenda on the ENERGY STAR Meeting Registration Site



State of ENERGY STAR CFL Program

Richard Karney, P.E.
U.S. Department of Energy
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2003 ENERGY STAR CFL Program Highlights



ENERGY STAR Criteria for CFLs – Version 3.0

- Began the revision process in January 2003
- Held CFL Partner and Stakeholder Meeting in April 2003. Major areas of discussion were:
 - Increase submission for qualification from 1,000 hours to 40% of rated life
 - Correlated color temperature
 - Submission of shipment data
 - Third-party verification and evaluation testing
 - Disqualification Process of qualified products
 - Consistent and Consumer-friendly packaging information

2003 ENERGY STAR CFL Program Highlights



ENERGY STAR Criteria for CFLs – Version 3.0

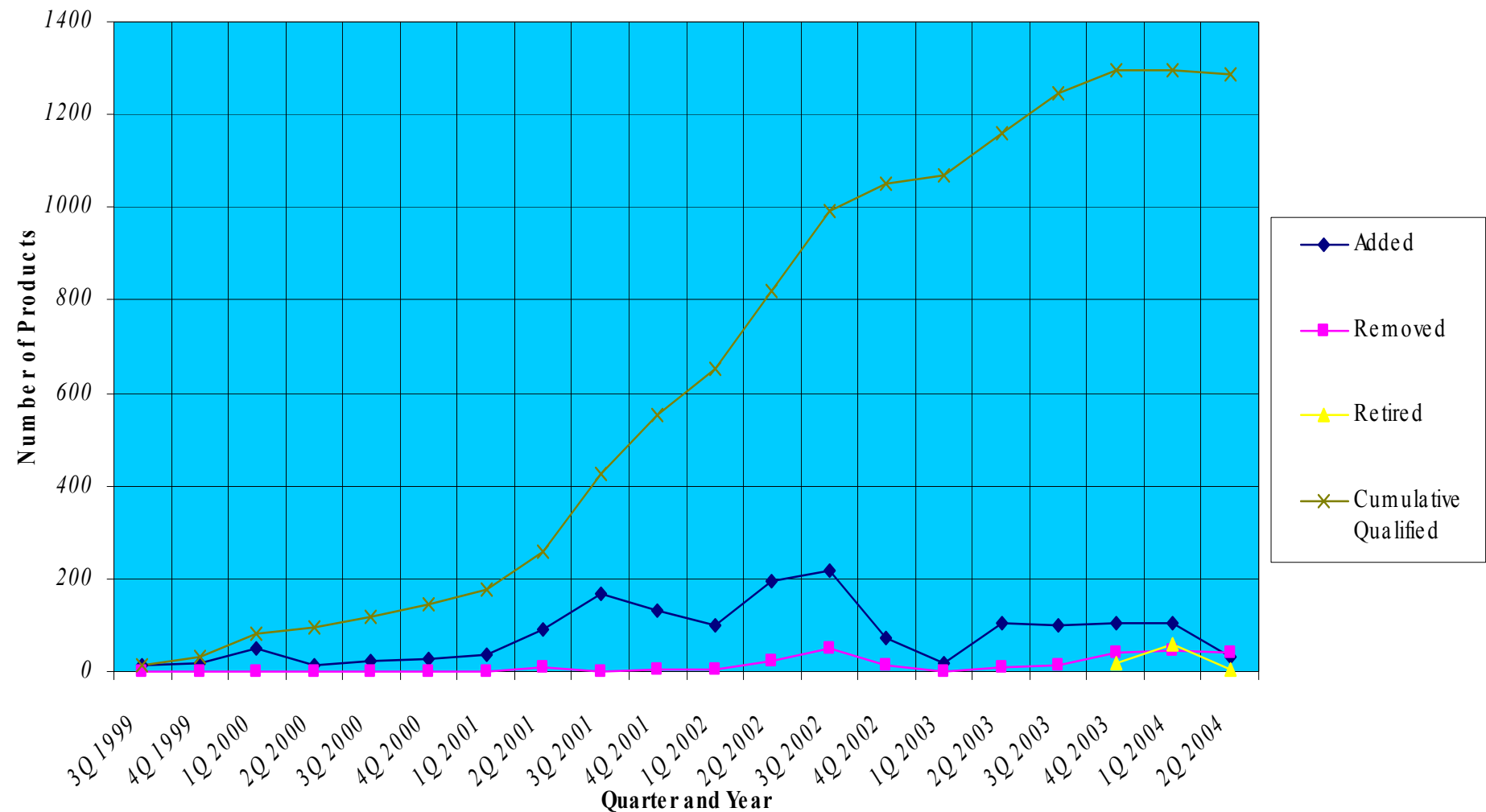
Impact on Program – 1st Quarter 2004:

- Number of new product submissions are down; private labeling of existing qualified products are up
- Total number of active partners decreased from 167 to 147
- Total number of qualified products decreased
 - Partners leaving the program
 - Partners retiring old products

Number of ENERGY STAR Qualified CFLs



Growth of ENERGY STAR Qualified CFLs - 1999 - 2004



2003 ENERGY STAR CFL Program Highlights



ENERGY STAR Criteria for CFLs – Version 3.0

- The CFL criteria revision process was valuable for the program - it assisted to identify key performance areas to research and develop higher testing requirements for.
- The Department is currently spearheading research and working with the lighting industry and U.S. Environmental Protection Agency on:
 - Lamp color consistency and quality, including package-labeling criteria
 - Feasibility of increasing efficacy and run-up time requirements
 - Identification of possible new requirements for candelabra and low and high wattage CFLs

2003 ENERGY STAR CFL Program Highlights



Third Party Testing and Verification System

- Recent PEARL test results indicate inconsistencies between products tested for initial ENERGY STAR qualification and retail stocked products
- To assure consumer confidence and ENERGY STAR credibility, a more comprehensive testing and quality assurance program needs to be established
- Topical Session today at 3:30 – 5:30 p.m. to discuss with partners and stakeholders

2003 ENERGY STAR CFL Program Highlights



Qualified Product Shipment Data

- Baseline of qualified CFLs shipped in 2003:
over 35,435,000 units

Bare Mini Spiral: largest category of models

Covered Globes: smallest category of models

Covered A-line: fastest growing category of models

Analysis Report will be released in the summer.

2003 ENERGY STAR CFL Program Highlights



National Lighting Tracking Feasibility Study

- The Department sponsored a study to identify the feasibility of tracking the penetration of ENERGY STAR qualified CFLs in the marketplace
- Study was initiated by the need to:
 - Quantify the impact of CFL incentive and marketing programs for partners and the ENERGY STAR program
 - Identify alternative data gathering avenues since most retailers do not submit sales data reports to ACNielsen, Vista, etc.
 - Identify other approaches to develop an ongoing CFL market penetration system

2003 ENERGY STAR CFL Program Highlights



National Lighting Tracking Feasibility Study

Results to Date:

- Established an ENERGY STAR partner Oversight Committee
- Developed best practices approach to data gathering – national + regional
- Initiated request for 2003 sales data, resulting in development of a baseline market share of CFLs

2004 CFL Program Outreach Activities



The Department will focus on working with retail, industry and utility, state, and regional efficiency partners on the following key areas:

- Development of improved consumer educational messaging and materials
- Continue to measure and highlight CFL market penetration
- Continue to research and analyze key product areas to identify new requirements for CFL criteria

Overall goal: To begin movement away from rebates and incentives and to focus efforts on marketing the overall benefits of using ENERGY STAR lighting in the home.

2004 CFL Program Outreach Activities



Development of improved consumer educational messaging and materials

- Best Practices to Communicate the Color of CFLs
 - Goal: To educate consumers about different color temperatures and the best applications for them
- Best Applications for ENERGY STAR qualified CFLs
 - Goal: To use CFLs in the best application to achieve maximum efficiency
- CFL to Incandescent Equivalency: It's all about the light
 - Goal: To educate consumers about equivalency of the light output versus the wattage

2004 CFL Program Outreach Activities



Continue to measure and highlight CFL market penetration

- Establish CFL shipment data mechanism to verify number of products in distribution channels
- Need to establish consistent submission of CFL sales data from national and regional retail partners
- Begin to publicize growing market and consumer awareness of ENERGY STAR qualified CFLs

Questions?



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